

Strategi Pemasaran *Tour* di Rodex Salatiga *Tours and Travel* Melalui Media Promosi
Tourism's Magazine Book dan Brosur

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Abstract

Rodex Salatiga Tours and Travel is one of the travel agency that has marketing strategies that is used to sell their service to the customer, the implementation of strategies has internal and external constraints. This study aims to describe marketing strategies that have been applied in the tour and to design a new media promotion in the form of Tourism's Magazine Book and Brochure. This research uses qualitative research strategy design with phenomenology approach. The data presented is the result of an observation interview from Rodex Salatiga Tours and Travel's staff and customers from Rodex Salatiga Tours and Travel. The result of the research is to know the marketing strategy of tour and the constraints in it, then implemented in new marketing strategy.

Keywords : media promotion, *tour*, brochure, *tourism's magazine book*

